



## BUSINESS CASE STUDY

LabCarePLUS, BARBERTON, OH

LabCare was started in 1986 when Barberton Hospital, a 311 bed general acute care community hospital, was searching for ways to increase revenues. The lab was modern, recently renovated, well equipped and had excess testing capacity. From 1986 – 1998 they experienced significant outreach volume increases each year. When the growth slowed in 2002 they brought in a marketing consultant to evaluate their market, service offerings, competition and make strategic recommendations. During this period the name was changed to LabCarePLUS as part of a successful branding campaign. Richard Adams, FACHE, the Director of LabCarePLUS noted; *“We have learned that continued evaluation and updating of our marketing strategies is critical to the success in maintaining and building our brand identity and positioning ourselves for future growth”.*

***“I find that my suggestions for future enhancements are usually implemented in the next software upgrade.”***

Jeff Hughes, MT ASCP and LIS Programmer, has been with Barberton Hospital for nine years. He was involved in the original decision to purchase CareEvolve and has worked closely with them over the last seven years. He finds their staff to be informative in troubleshooting (when necessary) and problems are quickly resolved. They are also very receptive to suggestions for future enhancements: *“I find that my suggestions for future enhancements are usually implemented in the next software upgrade.”*

***“CareEvolve’s technical support is very helpful, responsive, and easy to reach.”***

Maria Osborne, Laboratory Application Support Analyst, provides operational support for a wide variety of systems, applications, and interfaces. When responding to questions and technical support issues from LabCarePLUS’s customers, she has found that “CareEvolve’s technical support is very helpful, responsive, and easy to reach. Keeping CareEvolve at our customers’ fingertips is vital to enhance patient care.”

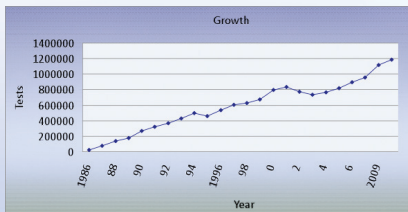
***“Service beyond all else is our motto.”***

Adams attributes their successful outreach program to LabCarePLUS’s focus on customer satisfaction. *“Whether the customer is the patient, the physician, or the physician’s office, service beyond all else is our motto.”*

***“Together, our goal is to provide state-of-the-art point-of-care solutions for lab ordering and resulting.”***

LabCarePLUS has partnered with CareEvolve to provide clinical information to physician offices via the internet. *“Together, our goal is to provide state-of-the-art point-of-care solutions for lab ordering and resulting. A combination of CareEvolve and physician practice interfaces developed by our IT department now totals more than fifty EMR interfaces.”*

Outreach comprises eighty-five percent of the laboratory’s testing volume and seventy-five percent of the outreach requisitions are transmitted electronically. This enables the lab to run accessioning with a relatively small staff. The additional volume from outreach allows for more competitive vendor pricing, access to new technology, and a wider breadth of testing due to the increased volume and subsequently lower cost per test.



LabCarePLUS has experienced steady growth of their outreach program since its inception in 1986.

- 800 active accounts
- 2300 physicians
- 30,000+ registrations per month
- 75% of all registrations are electronic
- 54% of all registrations are from CareEvolve